



HANDBOOK

Indoor 2025



TABLE OF CONTENTS

Welcome Message	3
Vision	4
Mission	5
Coaching Staff	6
Team Categories	7
BlackWatch Policies	
Attendance Policy	8-9
Communication Policy	10-11
Social Media Policy	12
Meet Information	13
Schedule & Travel Info	14
Important Dates	15
Dress Code	16
Behavior Expectations	17
Financial Obligations	18
Athlete Agreement	19
Parent Agreement	20

Welcome to BlackWatch Track

We are thrilled to introduce our Track Program, and we couldn't be more excited to have you, and your athlete(s) join the BlackWatch family! This is an incredible opportunity for our athletes, and we're so glad you're here to be a part of it. At BlackWatch, we are passionate about creating an environment where athletes thrive—on the track, in the gym, and in life. Our culture is built on a foundation of teamwork, hard work, respect, and fun.

Every athlete, from the newest beginner to the seasoned competitor, is valued and encouraged to reach their fullest potential. We believe that track & field is about more than just athletic ability—it's about building confidence, fostering leadership, and growing as a team. Whether this is your athlete's first season or they're already experienced, they will be welcomed into a community that celebrates growth, achievement, and, most importantly, having fun together.



Our Vision



At BlackWatch, our **vision** is to be the premier competitive and elite track program—a program that sets the benchmark for excellence in athleticism, teamwork, and sportsmanship. We strive to not only push the boundaries of what is possible in the world of track but to also inspire athletes, coaches, and families to pursue their dreams with determination and passion.

Our **commitment** is to create a dynamic and inclusive environment where athletes of all ages and skill levels can grow, thrive, and achieve greatness. We envision a community that empowers every athlete to reach their fullest potential, both in their athletic journey and personal development. Through dedication, perseverance, and the collective spirit of teamwork, we aim to foster a culture of continuous growth, support, and excellence.

Our **goal** is to lead by example, showcasing the values of hard work, respect, integrity, and resilience, inspiring others to follow in our footsteps and raise the bar for what is possible in competitive cheerleading. We are committed to making a lasting impact on our athletes, creating memories that go beyond the mat and instilling lifelong skills that will serve them in all aspects of life.



Our Mission

01

Pursuit of Excellence

We are committed to providing innovative and high-quality training that empowers our athletes to grow, push their limits, and achieve their fullest potential. Our focus is on fostering excellence in every aspect of competitive cheerleading, both on and off the track.

02

Building Strong Leaders

We believe in developing athletes who are not only champions in track but also leaders in their lives. By emphasizing personal growth, mentorship, and character development, we equip our athletes to be strong role models and leaders within the track community and beyond.

03

Culture of Empowerment & Respect

At BlackWatch, we strive to create a positive and empowering culture where athletes feel supported, encouraged, and respected. Our facility and at offsite practices are a place where athletes are challenged to reach their full potential, while also being uplifted by a nurturing and inclusive environment. We believe that a strong, positive culture creates a foundation for success both in competition and in life, where every member of our community is valued and motivated to bring out the best in themselves and others.

04

Family and Community

We believe in the strength of our BlackWatch family. Through deep connections and shared experiences, we create an environment where athletes, coaches, and families feel supported, valued, and united. Together, we foster a sense of belonging and make memories that extend beyond the track.

Coaching Staff

For the indoor season our is instructed by KD Howard, a form colligate, experienced, passionate individual who is dedicated to helping athletes reach their fullest potential. Coach KD brings a unique set of skills, knowledge, and a deep love for the sport, creating a supportive and empowering environment for all athletes. With a focus on development, leadership, and teamwork, KD is committed to guiding each athlete on their journey, both in track and in life.



COACH KD

Team

BlackWatch has only one indoor team and athletes race based on the AAU Age Grid and Division Guidelines.

BlackWatch doesn't require any athlete evaluation/approval for indoor season.

INDOOR TEAM

The team is designed for athletes who are new to track, using track for conditioning or have a higher commitment to the sport.

Practice Schedule

Running 1 time a week @ 1.5 hrs

 Wednesdays on track

Conditioning 2 times a week @ 1.5 hrs

 Mondays & Fridays at BWS

Full Season Travel

- 4 indoor season meets b/w December & February.
- Locations are usually at the Birmingham CrossPlex.

The Track Director(s) may also decide that the team will not attend certain track meets if it is in the benefit of the athletes to rest and recover.

Attendance Policy

Important – Team members depend on each other to push and challenge them in their workouts. Each team member's attendance and effort at practice has a direct impact on their efforts and performance as a team.

Excused Absences

- Contagious illness or fever
- School functions necessary for a grade (ex: exams, presentations)

While we aim to accommodate school schedules, extracurricular activities (e.g., rec, other sports, volunteer work) are not considered excused.

For health-related absences, a doctor's note must be provided by email to train@blackwatchsports.com at least one hour before practice to be considered excused. Without this documentation, the absence will not be excused.

Un-Excused Absences

Any absence that does not meet the criteria for an excused absence (contagious illness or graded school event) will be considered unexcused. If an athlete has an un-excused/uncommunicated absence the week of a track meet may affect the athlete's eligibility for the upcoming meet.

Planned Absences

Planned absences (e.g., vacation, scheduled doctor's appointments, school events) must be communicated to the Track Director and your athlete's coach at least two weeks in advance or more.

Injury or Illness

- Injury – If your athlete is injured, you must inform their coach with details of the injury and provide a doctor's note. Even if your athlete cannot participate in practice or events, they are still required to attend. They should be dressed according to our practice and event dress code. Depending on the type of injury, examples of exercises your athlete may do are ride a bike, core workouts and stretching.
- Illness: Athletes are expected to attend practice unless they are contagious or have a fever. Whether or not your athlete can participate will be at the discretion of the coach. If your athlete is unable to attend due to illness, a doctor's note is required.

Family Emergency

If an unexpected family emergency arises, please contact your athlete's coach immediately.

School Track

We strive to support our athletes and maintain a positive relationship with school coaches. If your athlete participates on a school track team, a copy of their schedule, including all events and practices, must be provided to their track coach at the start of the season.

Attendance Policy Cont.

INDOOR TEAM

Please notify the coach if your child will not be able to participate in a scheduled practice an hour in advance and planned absences 2-weeks in advance. This notification should be given as early as possible, and preferably prior to the scheduled practices or meets. Even though the commitment level is not as the elite team the athlete's attendance will be a reflection of their progress and success.

Meets

Meet Absence: (excused or unexcused) not eligible for credits/refunds if an athlete does not attend.

Withdrawing from a Meet: There are no credits or refunds if an athlete is withdrawn from a meet after registration.

Note: Youth Team athletes that qualify and are registered for Knoxville or the Junior Olympics would still have to pay their meet fees and coaches fees if any of the above happen once registered or committed.

Communication Policy

Parents

- During practices and events, our coaches are focused on instructing and leading your child. There is a zero-tolerance policy for parents approaching coaches or athletes. Coaches are available to address questions and concerns before or after practice. Any issues arising during a meet should be addressed the following week.
- Emails to BWS staff with routine suggestions, concerns about an athlete's position, or information regarding other teams or athletes are prohibited. Coaches will not entertain questions about your athlete's placement or any other athlete's position on the team. Please trust our coaches' expertise and decisions regarding team placements.
- Parents should never rely on the opinions of other parents when it comes to coaching decisions. Negative discussions about another child, team, program, coach, or parent are not allowed. Parents should not approach athletes, coaches, or staff about decisions involving athletes, the team or the program.
- Parents must refrain from discussing personal matters regarding staff, athletes, or other parents in group chats. Any concerns must be communicated privately with your athlete's coach via email or direct message. You can always request a meeting.
- Under **no circumstances** should parents speak to other team parents about coaching decisions, plans for future seasons, or any topic related to the coaches and their decisions. All communication about these matters should go directly through the coaches.
- Great detail is used in creating a plan for each athlete to reach specific development goals for the season and their event(s). Parents who attempt to "coach the coach" create a time burden and distraction on the coach, which ultimately undermines the coach and the entire team.

Athletes

We encourage all of our athletes to communicate directly with coaches regarding meet events and any training related concerns. We are committed to fostering an environment that promotes open and healthy communication between athletes and coaches. If an athlete is dealing with illness, injury, outside circumstances affecting participation, or concerns about skills, or event decisions, it is their responsibility to communicate these matters directly to the coach.

Coaches

All communication from our coaches to parents will take place through a team communication app or email. In certain situations, coaches may also reach out via text, direct message on app or phone call as needed.

Communication Policy

“Wait Before Reacting Clause”

We understand that the nature of this sport can be emotional, and it's natural for parents to feel strongly when decisions are made regarding their child's position or participation. However, to ensure that concerns are addressed in the most constructive way possible, we kindly ask that you wait at least 24 hours before reaching out about a coaching decision. This brief pause allows emotions to settle and helps create a more productive and respectful conversation.

Team Moms

Role of Team/Program Moms:

- Team/Program Moms serve as the first point of contact for parents with questions, concerns, or ideas.
- They assist with inquiries related to practices, meets, or any other program needs.
- Team/Program Moms are here to help streamline communication and provide support to parents.
- Team/Program Moms lead efforts in the organization of program sponsorships and fundraisers.

Communication Process:

- Team/Program Moms will work to answer questions or direct concerns to the appropriate coach or staff member as needed.

When to Contact Coaches:

- Anything related to absences, a specific athlete, or instruction should be communicated directly with the coach.
- For most general inquiries, parents should rely on their Team Mom for guidance.

Social Media Policy

At BlackWatch, we find it important to introduce a more comprehensive standard for how our team athletes should engage. The commitment to being a BlackWatch athlete is both a privilege and a responsibility. These Social Media Standards are intended to provide parameters for our athletes to rely on whenever representing themselves online. This resource will continue to evolve and is subject to change.

Protection

The more you utilize social media and share your life online, the more likely it is that you will encounter problems or consequences you were not expecting.

- You do not have control over who sees your posts—even if you have a private account.
- Any time you post content on social media sites like Instagram, TikTok, Facebook, etc., you are agreeing to the site's terms and conditions. This means the site could use the content for another purpose.
- Content highlighting an individual's skill could expose an athlete, even when clothed, and could be sought after by those with ill intent. If you want to post a still or action pose, be sure the content is taken from an angle that is athletic in nature and or appropriate.

X Do not share personal information such as your home address, phone number, social security number, and current location.

X Do not put anything on social media that you would not want your family, your future colleges, your future employers, or the whole world to see.

X Do not post when you are emotional, like right after a loss or bad practice. You are more likely to say something you will regret.

X Do not post or share your location while you are currently there. Wait until after you leave.

Program Alignment

BlackWatch athletes are to obtain written approval from before featuring any BlackWatch names, logos, or marks in a paid advertisement, partnership, or collaboration. This includes content captured in the BlackWatch facility.

Promoting products or participating in advertisements wearing a BlackWatch uniforms is strictly prohibited.

- It is not permissible to film other athletes in the BlackWatch facility without first obtaining their consent.
- It is not permissible to post on social media during a BlackWatch practice, private lesson, or class.
- It is not permissible to publicize information about BlackWatch that is not already public knowledge.

BlackWatch expects all its athletes to follow these Social Media Standards regardless of the size of their social media following and reserves the right to determine the course of action if an athlete's social media presence repeatedly raises concern.

One of our core goals is to guide our athletes into becoming greater humans and to work together as a community for teachable moments when athletes make mistakes.

Meet Information

Meet Day Guidelines & Expectations

Our coaching staff will provide a detailed meet schedule for each event, which will be sent out by Thursday evening prior to the meet at the latest. Parents and athletes will also have access to xpresstiming.com for all track and field athlete results, heat information and team results.

All athletes must arrive at meet fully prepared and in meet day designated uniform. If an athlete arrives later than their team's designated meet time, it must be communicated to their coach.

Meet Schedule

- **Meet Time** - Every athlete should arrive inside the venue in compliance with the meet dress code and check in to the designated BlackWatch meet spot that will be communicated in app on the day of the event.
- **Event Check In** - This time reflects that your athlete is checked in for their event so they can compete.
- **Event Warm Up** - This is the time athletes will begin to warm up in preparation for the competition.
- **Compete** - This time reflects the time your athlete will take the track to race or complete their field event.
- **Awards** – Medals can be picked up at the designated area for top finishers after so many hours of the event.
- **Release Time** - Following the conclusion of the athlete's races or field events the athlete must check in with their coach to leave the meet.

Meet Weather Cancellation Policy

In the event that a meet is canceled, the Track Director may choose to replace that event with another meet. Any changes will be communicated promptly to families. If no replacement meet is identified, there are still no refunds or credits for cancelled meet.

Meet & Events

- **Week of Meet (7 days prior to event):** Missing practices, extra sessions, during this week may result in removal from the event roster.
- **Withdrawing from a meet:** If an athlete is withdrawn from a meet after registration, a refund is not eligible.

Note: Absences during the week of a meet are not permitted and may directly impact participation in the event.

Schedule and Travel Info

Meet Schedule & Fees

- **Meet Schedule:** Coaches will inquire on what athletes will be participating in upcoming meets the Monday prior. The meet schedule will be finalized by Wednesday prior to the meet. This schedule will include all required events.
- **Meet Fees:** Estimated meet fees will be provided at the start of the season.

Travel

Parents and guardians are responsible for all travel arrangements and costs for local track events. If you are unable to attend, it is your responsibility to arrange transportation for your athlete with another BlackWatch Track parent.

Athletes are expected to adhere to all BlackWatch policies while traveling.



IMPORTANT DATES

MEET SCHEDULE (TENTATIVE)

NO PRACTICE

Important Dates

November 3rd: First conditioning practice at BWS.

November 5th: First running practice at track.

November 3-7: Uniform Orders

December 7th

January 25th

TBA

February 15th

Finalized meet schedule will be released late November.

November 24 – 28, 2025 – Thanksgiving Holiday Week

December 22-26, 2025: Christmas Holiday Week

December 29- January 2, 2026: New Years Holiday Week

DRESS CODE

How you look is an important part of the BlackWatch Track brand and all athletes are required to dress according to the BlackWatch Track dress code.

Practice

Athletes can wear either track merchandise or their preferred athletic apparel to all practices. BlackWatch is not responsible for lost or stolen practice wear, bags or other accessories at the track or the facility.

Hair should be in a ponytail, and athletes must be prepared with both running shoes and spikes. It is also always best to run with no jewelry. BlackWatch is not responsible for any piercing-related injuries. Athletes are required to remove all piercings for practices and meets.

Meets

Athletes must arrive at meets in full uniform, running shoes, and their BlackWatch meet t-shirts. Athletes are required to keep up with their belongings at meets and must pack spikes, water, nutrition, sunscreen, and other items they will need throughout the day. Meet days are long and hot in the summer. Be fully prepared and fueled!

Meet hairstyles may vary by team. We have female athletes that have started a new look with hair in ponytail with red bow. There is a strict zero tolerance for wearing pajamas, house shoes, or UGGs while spectating or walking around the event.



Behavior Expectations

At BlackWatch, we expect all members and their families to uphold a standard of respect, responsibility, kindness, and positivity. It's important to lead by example, showing respect in all situations, both on and off the track. If you have concerns, we ask that you address them respectfully and in a timely manner by scheduling an appointment with the appropriate coach to discuss the issue. Profanity, unsportsmanlike comments, and negative attitudes have no place in our program culture. This includes inappropriate language or behavior during practice, as well as disrespect toward coaches, teammates, or fellow teams. We also expect all members to refrain from gossip and negativity, both in person and on social media, as it can reflect poorly on you, your athlete, and the BlackWatch community. A positive team culture thrives when athletes, parents, and coaches support one another, fostering encouragement and good sportsmanship. We strive for everyone to be their best not only in cheerleading, but in all aspects of life.

Disciplinary Action

If any BlackWatch policies mentioned above are violated, the following disciplinary action will take place:

1st Violation Meeting with the athlete/parent to bring attention and define the violation

2nd Violation- A formal meeting with the athlete and parent(s)

3rd Violation- An athlete may be removed from the team or the program as a whole



Financial Obligations

It is important to stay current with your payments to ensure your athlete's continued participation in the program.

*Sibling discount- ask BlackWatch at train@blackwatchsports.com.

INDOOR TEAM \$550

Pay In Full \$550	2-Month Payment Plan (+5%) \$577.50	3-Month Payment Plan (+10%) \$605	4-Month Payment Plan (+15%) \$632.50
1 st Month - \$550	1 st Month - \$288.75	1 st Month - \$201.67	1 st Month - \$158.13
	2 nd Month - \$288.75	2 nd Month - \$201.67	2 nd Month - \$158.13
		3 rd Month - \$201.66	3 rd Month - \$158.13
			4 th Month - \$158.11

Included in Tuition:

- Administration Fee
- Coach Fees (practice, meets, travel)
- AAU Membership Fee
- Meet Registration Fees

Not Included in Tuition:

- Backpack & Other Merchandise/Accessories

UNIFORM FEES \$130 (NEW ATHLETES)

The uniform cost includes the athletes' race top, race bottoms and meet t-shirt.

*Summer track athletes will wear the same uniforms. Uniforms change every summer season.

NOTE: If an athlete is removed or quits a BW team at any point, you will continue to be responsible for the fees in full. These fees are to be paid in full at the time of dismissal from the team and will be subject to late fees and any other applicable charges. If an athlete quits or is removed from a team prior to receiving uniforms, you will not receive a refund or the merchandise. These and all decisions will be at the sole discretion of the Track Director(s).

All our indoor athletes will get the opportunity to join the speed academy in March and April for free. This program helps bridge the gap between the indoor season training and outdoor season. We want our athletes to continue their growth into the summer program for better chances of qualifying for the Junior Olympics.

Athlete Agreement

As an athlete of BlackWatch Track, I am expected to follow the rules of the program and remain in good standing with my fellow teammates, coaches, and staff. I have read and understand all of the terms in the code of conduct and agree to abide by them.

I have received and read the BlackWatch Track Handbook. I fully understand this document is a contract between BlackWatch Track (Black Watch Sports Performance, LLC) and myself.

Athlete Name: _____

Athlete Signature: _____

Date: _____

Parent Agreement

As the parent/guardian, I acknowledge that I have thoroughly read and fully understand the rules, requirements, and regulations outlined in the BlackWatch Track Parent & Athlete Handbook, as well as the attached documents, contract, and schedule.

I agree to uphold and abide by the policies and commitments outlined by BlackWatch Track. I understand that BlackWatch Track reserves the right to modify or amend the stated policies and procedures as needed on a case-by-case basis.

I have reviewed the Financial Obligations & Contract and understand that I am responsible for paying all fees associated with the 2025 indoor season. I have also read and understand the 2025 BlackWatch Track Practice & Meet Information.

As a parent/guardian, it is my responsibility to ensure that all financial obligations, including tuition and other fees for the 2025 indoor season, are met in full. I recognize that if I fail to make payments or fall behind on the payment schedule, my child's participation in the BW Track program may be at risk, including the possibility of removal from the program.

If my athlete quits or is released from a BW Track team, I understand that I will remain financially responsible for the full amount of fees for the season.

I agree to pay all fees according to the assigned payment schedule. Late payments will incur a \$25 late fee.

I also understand that if my athlete quits or is removed from a BW Track team before receiving merchandise, I will not be refunded for the merchandise purchase and will not receive the items. All such decisions are at the discretion of the owner and Track Director(s).

Lastly, I agree to accept any changes made to the meet schedule by the BlackWatch coaching staff.

Athlete Name: _____

Parent or Guardian Responsible for Financial Obligations:

Name: _____ Signature: _____

Email: _____ Date: _____

To be completed by BlackWatch Staff:

Accepted By: _____ Date Accepted: _____